



General Information on the Clifton Strengths

RESEARCH AND CONCEPT

- The conceptual basis of the CliftonStrengths is grounded in more than three decades of the study of success across a wide variety of functions (from business to education) and many different cultures (nearly 50 countries).
- The CliftonStrengths measures not strengths, but the presence of talents in 34 general areas, or “themes.” While talents (recurring patterns of thought, feeling, or behavior that can be productively applied) naturally exist within individuals, strengths (the ability to provide consistent, near-perfect performance in a specific task) must be developed and are the product that results when one’s talents are refined with acquired skills and knowledge.
- For that reason, the CliftonStrengths serves may serve as a starting point for self-discovery in our career development programs. After an individual has completed the assessment, a group of developmental suggestions is customized to the individual’s top five themes — called his or her Signature Themes — and his or her role.
- An individual’s Signature Themes are unique to that person. When ranking within the set of five themes is taken into consideration, 33,390,720 different sets of Signature Themes are possible.
- CliftonStrengths is not for use in either employee selection or hiring. We take this approach to keep individuals focused on their own personal development rather than interpersonal comparison.

APPLICATION

- Our primary use of the CliftonStrengths is in a purely developmental context. This means that we do not teach that any specific theme of talent is more appropriate for one role than for another (i.e., we do not say that “Achievers” should be managers). Instead, we first look at each person as an individual on the basis of talent, then help that individual discover how to build upon his or her talents to develop strengths within his or her role, when it aligns to the business need.
- For more than 20 years, the CliftonStrengths has been used as a diagnostic tool in development programs with major businesses, various academic institutions, faith-based organizations, and other organizations. BHMT incorporated the use of Clifton Strengths in 2019.
- During that time, CliftonStrengths assessments have initiated the development of individuals across hundreds of roles, including: nurse, lawyer, teacher, manager, leader, student, school administrator, customer service representative, salesperson, pastor, and many others.
- As of 2020, more than 24 million people in more than 50 countries had received a CliftonStrengths talent assessment. The instrument is available in more than 20 languages.